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I, JANENE PEISKER, TEAM LEADER EXAMINATION SUPPORT AND SALES hereby certify that annexed is a true copy of the Provisional specification in connection with Application No. 2004900825 for a patent by AZOM.COM PTY LTD as filed on 18 February 2004.

WITNESS my hand this
Second day of March 2005

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<u>AUSTRALIA</u>

<u>Patents Act 1990</u>

PROVISIONAL SPECIFICATION

Applicant(s):

AZOM.COM PTY LTD

Invention Title:

METHOD AND SYSTEM FOR DISTRIBUTION OF REVENUE

The invention is described in the following statement:

METHOD AND SYSTEM FOR DISTRIBUTION OF REVENUE

FIELD OF THE INVENTION

The present invention relates generally to managing a

5   media space and more specifically to the distribution of

revenue generated from advertisements in that media space.

In the context of the invention, the term "media space"

relates to publications containing content such as

articles, scientific pay per, information listings,

10   images, video, software and the like that are distributed

or operate in any one or more of various forms, such as in

print, on a computer readable media, or accessible over a

computer network such as the Internet. The invention has

been developed especially, but not exclusively, for a

15   media space that is accessible over the Internet, and the

invention is herein described in that context.

BACKGROUND OF THE INVENTION

Media space that operate over the Internet that

20   include advertising schemes such as "content targeted

marketing" are known, these schemes enable advertising to

be targeted to a reader who is viewing content related to

the advertisers products or services. An example of such

a system can be found at www.google.com where advertisers

25   can associate their products or services with selected

keywords and charges are based on a cost-per-click and are

generated as revenue for the search engine provider.

SUMMARY OF THE INVENTION

30   A first aspect of the invention relates to a method

for the distribution of a revenue stream derived from

media space containing content and advertising, the method

comprising the steps of measuring the popularity of the

content; and distributing a first portion of the revenue to a content provider based on the popularity of the content.

This method of distribution provides a relationship
5   between the income generated by the publisher or broadcaster of the media space through advertising and the income derived by the content provider that is based on the popularity of the content. This relationship thereby provides a system where the income for different content
10 in a media space will vary so as to enable providers that are submitting content that contributes more to the popularity of the media space to be better rewarded.

In the context of the invention, the content provider is typically the author or owner of the content. However,
15 it is to be appreciated that the content provider could be another entity having some other relationship with the content, the exact nature of that relationship not being important to the invention.

In a specific embodiment, a predetermined association
20 is established between the content and advertising in the media space.

The predetermined association of the content to advertising in the media space may be on the basis of a one to one relationship (ie. the content is associated
25 with only one type of advertising) or on a one to many relationship where the content is associated with a plurality of advertising in the media space. An example of a one to one relationship is where the content is associated with advertising having a unique identifier.
30 That unique identifier may represent a single advertisement or may represent a particular advertiser. An example of one to many relationship is where the content is associated with advertising through keywords.

In that arrangement, keywords are assigned to a piece of content based on its subject matter and in turn, advertises select certain keywords to which they wish to be associated with. In this way, a piece of content may

5 be linked through a keyword to a plurality of advertising.

In a particular embodiment, the predetermined association has a bearing on the distribution of the revenue to the content provider.

In one form, the predetermined association is used in

10 establishing the size of the revenue stream which is made available for distribution to the content provider. As an example of this arrangement, the revenue stream that is available to a content provider may be based, at least in part, on the advertising revenue generated from

15 advertising to which the content is associated (such as through a keyword link). Accordingly, content that is more popular with advertisers has a larger pool from which to draw revenue. In this way, the mechanism provides incentive for content providers to submit content which is

20 sought after by advertisers. In one form, the size of the revenue pool may be published so that content providers can see the size of the revenue pool in different content areas.

In one form, the revenue pool may include a part

25 which is general to all content in the media space.

In another arrangement, a weighting may be applied to a portion of the revenue which is made available to the content provider, based on the type of predetermined association. For example, a one to one relationship may

30 have a higher weighting thereby allowing the content provider to obtain more revenue based on a particular popularity of the content then would occur for the same content on a many to one relationship.

In another specific embodiment of the method, the content is peer reviewed and a second portion of the revenue is distributed to the peer reviewer of the content.

5 In one form, the second portion of the revenue is distributed to the peer reviewer based on the popularity of the content.

By arranging a system where a peer reviewer obtains revenue from advertising in the media space provides both
10 an incentive to attract peer reviewers thereby improving the quality of content. In scientific publications in particular, the peer review panel is an important aspect of the content.

The popularity of the content may be measured on a
15 continual basis or during a discrete period with the revenue streams being calculated and distributed also on a periodic basis. Also, it is to be appreciated that various periods by which the popularity of the content is measured, and the revenue to be distributed may vary
20 depending on preferred designs of the system.

A second aspect of the invention relates to a method for the distribution of an advertising revenue stream derived from a media space containing content and advertising, the method comprising the steps of:
25 - establishing a metric indicative of the popularity of the content, the metric being based on at least one attribute associated with the content;
- monitoring the at least one attribute; and
- calculating a revenue distribution from the
30 advertising revenue to be distributed to a provider of the content, the revenue distribution being influenced by the value of the metric of the content.

In accordance with the second aspect, a metric is established to provide a measure of the popularity of the content. This metric can take many different forms depending on the type of media space and whether the

5   popularity of the content is measured in absolute terms, or as a comparative measure between different content, media spaces and/or over different time periods.

In the arrangement where the media space is a web site, embodiments of the invention may have the attribute

10 as the content viewing date and the metric is a count of the number of times a specific content item has been viewed in a time period, thus providing an absolute measure of popularity. In a more specific embodiment, this calculated metric for each specific content item can

15 then be used to calculate the relative or comparative measure of popularity of each item.

Attributes used in alternate embodiments include the content viewing time. In these embodiments, the metric is the sum of the viewing time of a specific content item in

20 the time period. Both absolute and relative popularity measurements can then be calculated.

Other embodiments can use as the attribute the number of times an advertisement was clicked whilst a specific content item was being viewed. The metric calculated is a

25 count of the advertisement clicks for each specific content item in the time period.

Other attributes can also be used in the aggregation and calculation of metrics. For example, the IP address or the domain name of the request for a specific content

30 item can be used to break down the demographics of the requests by country.

The metrics can also be compared between time periods to calculate further metrics that characterise the

popularity of the content. For example a rate of change in popularity determined from one or more metrics can be derived as a further metric.

This second aspect of the invention is ideally used
5 in any of the forms of the first aspect of the invention.

A third aspect of the invention relates to a method of managing a media space comprising the steps of providing content for the system; providing advertising so as to generate advertising revenue; establishing a
10 predetermined association between the advertising and the content; and distributing a portion of the generated revenue to a content provider based on the predetermined association.

An embodiment of this third aspect establishes the
15 predetermined association between the advertising and the content by associating the advertising with a keyword, the keyword being associated in a one-to-many relationship with the content.

An alternate embodiment of this third aspect
20 establishes the predetermined association between the advertising and the content by associating the advertising with a unique identifier, the unique identifier having a one-to-one relationship with the content.

This third aspect of the invention may also utilise
25 any of the methods of the previous aspects of the invention for distributing revenue to the content provider.

For each of the aspects of the invention, specific embodiments of the invention include a computer program
30 arranged, when loaded on a computing system, to perform the method as described above. Embodiments can also include a computer readable medium providing said computer program.

BRIEF DESCRIPTION OF THE DRAWINGS

Not withstanding any other forms which may fall within the scope of the present invention, preferred forms of the invention will now be described, by way of example only, with reference to the accompanying drawings in which:

Figure 1 illustrates a first embodiment of the revenue distribution system;

Figure 2 illustrates a second embodiment of the revenue distribution system;

Figure 3a, 3b and 3c show sample calculations for the distribution of revenue;

Figure 4 illustrates a search page;

Figure 5a, 5b and 5c illustrates keywords generated in three respective categories;

Figure 6a and 6b illustrate respectively a conceptual layout of a web page and a sample rendered page including advertisements; and

Figure 7 illustrates a popularity report.

DETAILED DESCRIPTION

The following embodiments relate to schemes to distribute advertising revenue to content providers of a media space 50. In these embodiments, the media space is provided on a computer network such as the Internet, and is operated through conventional client server computer architecture incorporating a web server and database with the media space being accessible to consumers through a web site 60.

The media space 50 is illustrated in Fig. 6a in the form of a rendered web page 60. The web page 60 contains content 61 and a advertising 62 made up of a plurality of advertising elements 63, 64. Some of the advertising

·elements 63 are specifically related to the content 61, whereas other forms of the advertising 64 is not targeted and is of a general nature. For those skilled in the art, the concept of a media space is not limited to a web

5   space, it can be applied to other mediums such as print and interactive television.

Fig. 6b shows a screen-shot of the web page 60 incorporating the content 61 and the advertising 62. In the illustrated form, the content relates to the material

10 Zirconia and some of the advertising 63 is specifically targeted to this technical field. This advertising includes suppliers of the material, experts working in the field, and particular books which are related to this subject matter. Some of the other advertising 64 is

15 general advertising and includes the banner element across the top of the web page as well as other elements relating to more general subject matters. The web page 60 also includes other additional elements such as the navigation element 65.

20 Fig. 1 is a simplified block diagram which illustrates a method of distributing advertising revenue to the content providers in the media space 50.

At step 101 a content provider producers content for publication on the web site 50. Consistent with the

25 embodiment shown in the Figs. 6a and 6b, the content is of a technical and scientific nature, however it is to be appreciated that it could equally apply to content of any subject matter. At step 102, the content is approved for publication and at step 103 the content is uploaded to the

30 web server.

After uploading, at step 104, the information in the uploaded content is assigned keywords. In this specific embodiment, the information is analysed to extract the

keywords and three separate categories of keywords are extracted. In this specific embodiment, the information is analysed to extract the keywords and three separate categories of keywords are extracted. Each of steps 105, 106 and 107 extract industry, application and material keywords respectively. Examples of the keywords generated are illustrated in the screen shots in Fig. 5a, 5b and 5c where the three categories of keywords generated from content are shown. Fig. 5 shows an example of the various categories of keywords. In Fig. 5a materials keywords, in Fig. 5b application keywords and in Fig. 5c industry keywords are shown. It is to be appreciated that keywords may be assigned to the content other than through an analysis of the information uploaded with the content.

Once the keywords have been assigned to the content they are then stored in a keyword and content database 70.

Once the keywords are stored, at step 110, the content is made accessible on the web site and can be found via a search using the assigned keywords or other browsing means.

The content may be accessible to customers either as a free article access or by way of a pay per view arrangement. At step 111, each time the content is requested for viewing in the media space, a register in the keyword and content database 70 is altered to record the request. The register is in the form of a log file record in which many details of the request including host name, RPC931 identity of the client, and the time of request. This data is used to derive attributes associated with the content rendered. These attributes are used as a measure of popularity of the content to produce a popularity factor as will be explained in more detail below.

At step 112, advertising 62 is rendered in the media space with the content. As indicated above, some of the advertising elements 63 are targeted to the content and the selection of those advertisements which are rendered

5 with the content is determined by a predetermined association with the content, which is typically done through the keywords assigned to the content.

This predetermined association can be at various levels. In one form, an advertiser can associate an

10 advertisement with a specific piece of content. This establishes a one to one relationship between the advertisement and the content. When the content is requested, the association with the content provides an increased likelihood of placement in the advertising

15 element in the media space. It should be noted that the advertisement can establish a one to one relationship with more than one piece of content. In a second form, an advertiser may nominate specific keywords that they are interested in and advertising is matched with content

20 based on a matching of keywords selected by the advertiser and the keywords assigned to the content. Through this mechanism, a one to many relationship is established in that one piece of content may be associated with a plurality of advertising elements. Once again, this

25 association can be stored as a record in a database and through this association, a single keyword provides an increased likelihood of placement of the advertisement in the advertising elements associated with respect to possibly several different contents rendered to the media

30 space.

In a third form, the predetermined association can be managed by a third party. A third party can index the content and establish predetermined associations with the

content. On rendering of the page, a request is passed through the third party indicating the content being rendered and a third party can send an advertisement back for inclusion as an advertisement in the rendered media

5   space. In this case, revenue from the advertisers to the publisher with the third party as an intermediary.

Once the advertising and the content in the media space 50 is established, revenue is generated and received at step 113. This revenue may be from generalised

10   advertising, specific targeted advertising, or by virtue of pay per view for the content. The revenue is then distributed at step 114. In the initial period, the revenue is distributed to the content provider without any regard to the popularity of that content as there has not

15   been sufficient time to gauge the popularity. However, during that initial period, the popularity is recorded at step 115 so that in subsequent periods, the popularity can be factored into the revenue distribution to the content provider as will be discussed in more detail below.

20   At step 115, the popularity of the content is measured so as to generate a popularity factor 310 (see Fig. 3a). The popularity of the content is calculated based on attributes recorded in the log file records in the keyword and content database 109. In a simple form,

25   the attribute that is recorded in the keyword and content database file 70 is the number of requests for a particular piece of content. Fig. 7 is a content popularity report which illustrates the number of requests (by way of page impressions 71) or different content (as

30   represented by a unique ID 72 and name 73). A metric is then established to generate the popularity factor. In one example, the attributes are used to rank the pieces of content in the media space and the popularity factor is

established by dividing the position of the content in the ranking, divided by the total number of articles in the ranking. As it is to be appreciated, different metrics could be used to establish a popularity factor either as a quantitative measure or as an absolute measure. Once the popularity factor is generated for a particular period, the subsequent periods use that popularity factor in the distribution of revenue to the content provider. Specifically, at step 116, revenue is received in the second period, and is distributed in step 117 using an algorithm which utilises the popularity factor. The exact operation of the distribution will be explained in more detail below.

A second embodiment of the methodology is illustrated by the simplified block diagram of Fig. 2. This second embodiment shares many aspects of the first embodiment and like features have been given like reference numerals. The primary difference in the second embodiment is that content goes to a third party peer review at step 150. Typically this peer review is incorporated as part of the content. The peer reviewer also provides a list of peer selected keywords at step 104 thereby enabling those keywords to be included in the content and keyword database 70. The peer selected keywords assist in ensuring that industry specific keywords are identified and properly indexed. Also the peer selected keywords can include words that are not in the content reviewed. For example, the reviewed content may relate to a new technical discovery but the document may not include references to the applications. In this case, a peer reviewer can associate keywords that relate to the new technical discovery to the industry fields it may impact.

A further difference in the second embodiment is that in distributing revenue at steps 114 and 117, a portion of the revenue stream is distributed to the peer review panel. Various mechanisms can be used to establish the portion of the revenue which is distributed and this is described below with reference to examples A, B and C which are illustrated in Figs. 3a, 3b and 3c.

In example A revenue distribution calculations are made for periods 1, 2 and 3. In example A the revenue which is available for distribution (301) is derived solely from target specific advertising. In this example there is no general advertising nor paid review revenue. In addition, no revenue is distributed for peer review as represented by a 0 in each of the peer review factor 303. However, a portion of the revenue is distributed to the author or content provider at a rate of which is determined by the author factor 302. This author factor is determined based on a base rate (which is example A is 25% multiplied by a popularity factor 310 which in the initial period does not apply).

In looking at example A, in period 1 the revenue which is available for distribution 301 is calculated at $300. By virtue of the author factor in the first period being at 25%, $75 of that income is distributed to the content provider as author income 304 whereas the publisher receives $125 as the host income 305.

In addition, during the first period the popularity of the content is measured and the popularity factor 310 is established. As discussed before, the popularity factor is determined by dividing the position of the ranking of the content by the total number of separate content pieces. In this example, the content ranked 500 out of 2000 thereby giving it a popularity factor of 0.75.

The calculation in subsequent periods 2 and 3 are done on a similar basis to period 1 with the exception that the popularity factor 310 is introduced and thereby affects the percentage of the content which is distributed

5   as author income 304. In period 2 it is seen that the popularity factor 310 is introduced as 1.75 thereby giving an author factor 302 of 43.8%. Also the amount in the revenue pool 301 had increased from $300 to $400 thereby resulting in a distribution of $175. In addition, during

10 the second period the article popularity is calculated to introduce a new popularity factor of 0.84 based on the fact that the content ranked 400 out of a total article pool of 2500. This popularity factor is then used in the third period as represented by 1.84 in the popularity

15 factor 310 for period 3.

Example B includes many similarities of example A. The main differences being that the revenue pool 301 includes pay per view revenue, a peer review factor is introduced and the popularity factor is calculated using

20 slightly different attributes.

In example B the revenue pool 301 includes pay per view revenue which in period 1 is $300. Also a peer review factor is introduced 303 having a base rate of 10%. This peer review factor is also weighted by the popularity

25 factor so that it will increase as the popularity factor 310 is introduced. Finally, the popularity factor is calculated using a different metric. With this calculation, the ratio of the number of page views to the total number of article reviews for the media space times

30 1000. This gives a popularity factor of 1 for the period 1 and a popularity factor of 0.83. The revenue is then distributed in a consistent manner to that as explained in

example A with the addition that peer review panel income 306 is also generated.

Finally in example C, a further arrangement is described whereby the revenue pool 301 also includes general advertising site revenue. In example C, the general advertising site revenue is proportioned amongst all of the content articles which in the present example gives an additional $20 to the revenue pool 301 for each of the periods. The revenue distribution is then calculated based on the same arrangements as shown in example B.

An advantage of the implementation of the methods of the revenue distribution, as described, encourages authors that contribute popular content. The popularity of the content adds to the popularity of the media space which encourages further authors, thus generating more visits to the web site and therefore more revenue. This allows for a greater revenue pool to authors and the site hosts. Similarly, the distribution of revenue to peer reviewers also encourages talented reviewers to contribute.

In the claims which follow and in the preceding description of the invention, except where the context requires otherwise due to express language or necessary implication, the word "comprise" or variations such as "comprises" or "comprising" is used in an inclusive sense, i.e. to specify the presence of the stated features but not to preclude the presence or addition of further features in various embodiments of the invention.

It is to be appreciated that variations and/or modifications may be made to the parts previously described without departing from the spirit or ambit of the invention.

THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. A method for the distribution of an advertising revenue stream derived from a media space incorporating content and advertising, the method comprising the steps of:

    - establishing a metric indicative of the popularity of the content, the metric being based on at least one attribute associated with the content;

    - monitoring the at least one attribute; and

    - calculating a revenue distribution from the advertising revenue to be distributed to a provider of the content, the revenue distribution being influenced by the value of the metric of the content.

2. A method according to claim 1 wherein the media space is an interactive media space and the content and advertising are rendered to the media space.

3. A method according to claim 2 wherein the attribute is a rendering of the content in the media space

4. A method according to any one of claims 2 to 3 wherein the attribute is viewing time of the rendered content.

5. A method according to any one of claims 2 to 4 wherein the attribute is a request made via the media space whilst the content is rendered.

6. A method according to any one of claims 1 to 5 wherein the metric is an absolute measurement of the attribute.

7. A method according to any one of claims 1 to 5 wherein the metric is a relative measurement of the attribute between a plurality of content attributes.

8. A method according to any one of claims 1 to 7, further comprising the steps:

establishing a predetermined association between the content and the advertising, wherein the calculated revenue distribution is also influenced by the predetermined association.

5   9. A method according to claim 8, wherein the predetermined association influences the advertising revenue stream that is available for distribution to the content provider.

10.   A method according to claim 8 or 9, wherein the
10   predetermined association influences the percentage of the revenue stream that is distributed to the content provider.

11.   A method according to any one of claims 8 to 10, wherein the predetermined association is a one-to-one
15   association with the content.

12.   A method according to any one of claims 8 to 11, wherein the predetermined association is a one-to-many association with the content.

13.   A method according to any one of claims 1 to 12
20   wherein the calculation of the revenue distribution is made periodically.

14.   A method according to any one of claims 1 to 13 wherein the revenue is distributed to an author or publisher of the content.

25   15.   A method to any one of claims 1 to 14, wherein the content is peer reviewed and the method further comprises the step of calculating a revenue distribution from the advertising revenue to be distributed to the peer reviewer.

30   16.   A method as claimed in claim 15, wherein the calculated revenue distribution to be distributed to the peer-reviewer is influenced by the popularity of the content.

17. A method as claimed in either claim 15 or 16, further comprising the step of distributing the calculated revenue distribution to the peer reviewer.

18. A method for the distribution of a revenue stream derived from media space containing content and advertising, the method comprising the steps of:

- measuring the popularity of the content; and

- distributing a first portion of the revenue based on the popularity of the content.

19. A method according to claim 18 wherein the popularity of the content is monitored by:

- establishing a metric; and

- monitoring the metric.

20. A method according to claim 19, wherein the first portion of the revenue is distributed based on the value of the metric of the content.

21. A method of managing a media space comprising the steps of:

- providing content for the system;

- providing advertising so as to generate advertising revenue;

- establishing a predetermined association between the advertising and the content;

- distributing a portion of the generated revenue to a content provider based on the predetermined association.

22. A method for the distribution a revenue stream as claimed in claim 21 wherein the predetermined association between the advertising and the content is achieved by associating the advertising with a keyword, the keyword being associated in a one-to-many relationship with the content.

23.   A method for the distribution a revenue stream
as claimed in claim 21 wherein the predetermined
association between the advertising and the content is
achieved by associating the advertising with a unique
5   identifier, the unique identifier having a one-to-one
relationship with the content.

24.   A computer program arranged, when loaded on a
computing system, to perform the method in accordance with
any one of claims 1 to 23.

10   25.   A computer readable medium providing the
computer program in accordance with claim 24.

Dated this 18th day of February 2004
<u>AZoM.com Pty Ltd</u>
15 By their Patent Attorneys
GRIFFITH HACK

23.   A method for the distribution a revenue stream
as claimed in claim 21 wherein the predetermined
association between the advertising and the content is
achieved by associating the advertising with a unique
5   identifier, the unique identifier having a one-to-one
relationship with the content.

24.   A computer program arranged, when loaded on a
computing system, to perform the method in accordance with
any one of claims 1 to 23.

10   25.   A computer readable medium providing the
computer program in accordance with claim 24.

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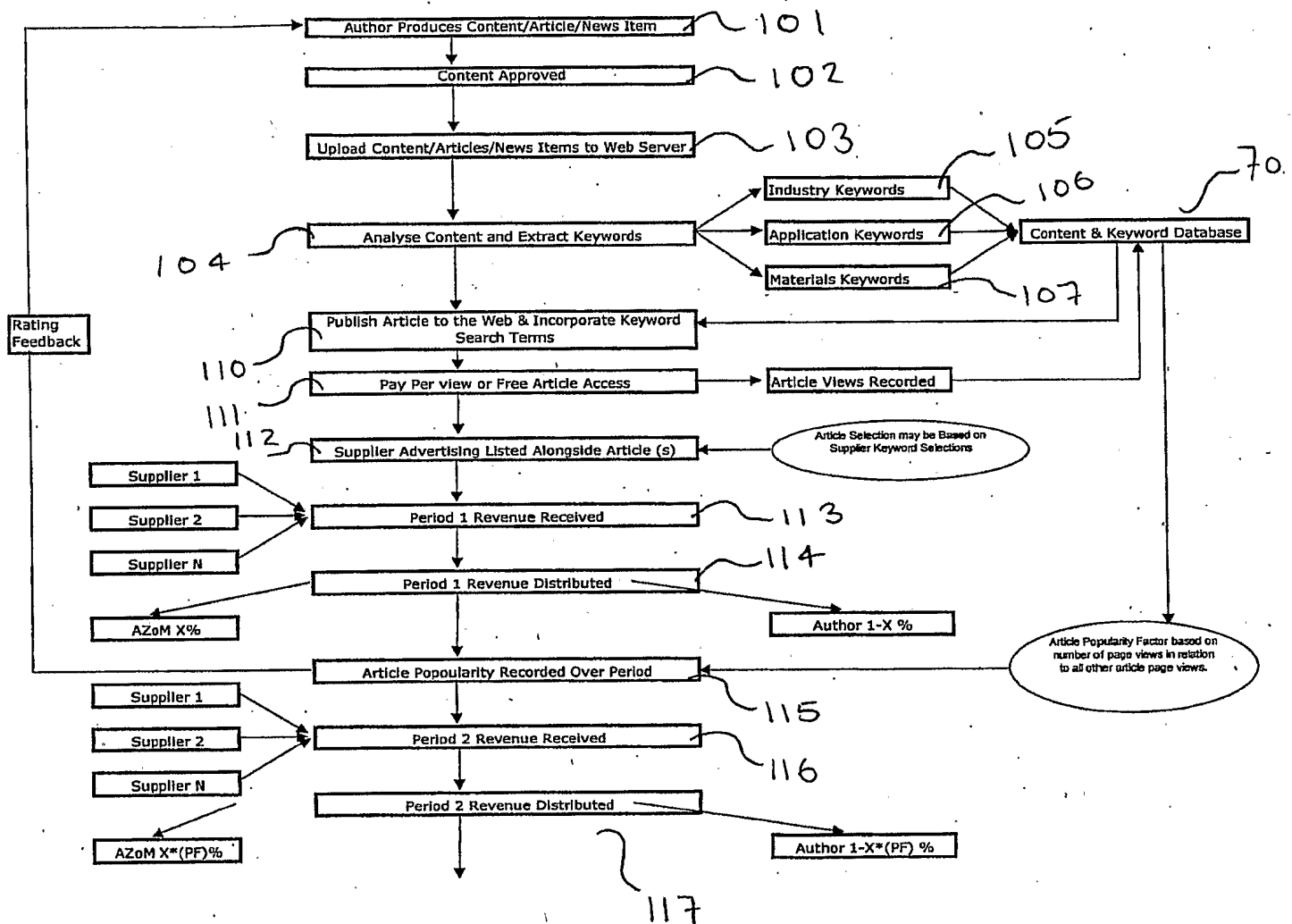AZoM.com Contented Targeted Marketing & Scientific Publishing Author Reward System

Author Produces Content/Article/News Item	~101
Content Approved	~102
Upload Content/Articles/News Items to Web Server	~103

Analyse Content and Extract Keywords — 104

Industry Keywords — ~105
Application Keywords — ~106
Materials Keywords — ~107

Content & Keyword Database — ~70

Publish Article to the Web & Incorporate Keyword Search Terms — 110

Pay Per view or Free Article Access — 111 → Article Views Recorded

Supplier Advertising Listed Alongside Article (s) — 112

Article Selection may be Based on Supplier Keyword Selections

Supplier 1
Supplier 2
Supplier N

Period 1 Revenue Received — ~113

Period 1 Revenue Distributed — ~114

AZoM X%
Author 1-X %

Article Popoularity Recorded Over Period — 115

Article Popularity Factor based on number of page views in relation to all other article page views.

Supplier 1
Supplier 2
Supplier N

Period 2 Revenue Received — 116

Period 2 Revenue Distributed

AZoM X*(PF)%
Author 1-X*(PF) %

117

Rating Feedback

FIG. 1

AZoM.com Contented Targeted Marketing & Scientific Publishing Author Reward Mechanism
Extension 1

101

Author Produces Content/Article/News Item → 3rd Party Peer Review Panel 150

102 Article Approved

103 Upload Content/Articles/News Items to Web Server

Analyse Article and Extract Keywords

Industry Keywords

Application Keywords → Content & Keyword Database 70

Materials Keywords

104

Publish Article to the Web & Incorporate Keyword Search Terms

Rating Feedback

110 Pay Per view or Free Article Access → Article Views Recorded

111

112 Supplier Advertising Listed Alongside Article (s) ← Article Selection may be Based on Supplier Keyword Selections that relate to their activities

Supplier 1

Supplier 2

Supplier N

Period 1 Revenue Received 113

Period 1 Revenue Distributed 114 → Peer Review Panel Rev*Y

Author Rev*X

AZoM Rev*(1-(X+Y))

Article Popularity Factor based on number of page views in relation to all other article page views.

115 Article Popoularity Recorded Over Period

Supplier 1

Supplier 2

Supplier N

Period 2 Revenue Received 116

Period 2 Revenue Distributed 117 → Peer Review Panel Rev*Y*Pop

Author Rev*X*Pop

AZoM Rev*(1-(X*Pop+Y*Pop))

Repeat

FIG. 2

Example A

Site A Article A		Period 1		Period 2		Period 3
No. Suppliers Listing Alongside		3		4		5
Unit Listing Price	$	100.00	$	100.00	$	130.00
Total Article Revenue	$	300.00	$	400.00	$	650.00
Pay Per View Revenue		0		0		0
Popularity Factor				1.75		1.84
Author Factor		25%		43.8%		46.0%
Peer Review Factor		10%		17.5%		18.4%
Author Income	$	75.00	$	175.00	$	299.00
Peer Review Panel Income	$	30.00	$	70.00	$	119.60
Site A Host Income	$	195.00	$	155.00	$	231.40
Article Popularity Calculation Example						
Article A Page Views		2000		2500		
Position in Top 2000 Articles for Site A		500		400		
Popularity Factor		0.75		0.84		

301, 310, 302, 303, 304, 305, 310

FIG. 3a

Example B

Site B Article B		Period 1		Period 2		Period 3
No. Suppliers Listing Alongside		3		4		5
Average Listing Price	$	100.00	$	100.00	$	130.00
Pay Per View Revenue	$	300.00	$	500.00	$	600.00
Total Article Revenue	$	600.00	$	900.00	$	1,250.00
Popularity Factor				2		1.83
Author Factor		25%		50.0%		45.8%
Peer Review Factor		10%		20.0%		18.3%
Author Income	$	150.00	$	450.00	$	572.92
Peer Review Panel Income	$	60.00	$	180.00	$	229.17
Site B Host Income	$	390.00	$	270.00	$	447.92
Article Popularity Calculation Example						
Article A Page Views		2000		2500		
Total Article Views for Site A		2000000		3000000		
Popularity Factor		1		0.83		

301, 306

FIG. 3b

Example C

Site C Article C		Period 1		Period 2		Period 3
Suppliers Listing Alongside		3		4		5
Average Listing Price		100		100		130
Pay Per View Revenue		300		500		600
General Advertising Site Revenue	$100,000.00		$ 100,000.00		$ 100,000.00	
Total Number of Site Articles		5000		5000		5000
General Advertising Site Revenue/article	$	20.00	$	20.00	$	20.00
Total Article Revenue	$	620.00	$	920.00	$	1,270.00
Popularity Factor				2		1.83
Author Factor		25%		50.0%		45.8%
Peer Review Factor		10%		20.0%		18.3%
Author Income	$	155.00	$	460.00	$	582.08
Peer Review Panel Income	$	62.00	$	184.00	$	232.83
Site B Host Income	$	403.00	$	276.00	$	455.08
Article Popularity Calculation Example						
Article A Page Views		2000		2500		
Total Article Views for Site A		2000000		3000000		
Popularity Factor		1		0.83		

301

FIG. 3c

60

AZoM Home Page Iillustrating the relevant Search Fields

FIG. 4

1 Materials Keywords Examples

Materials ◄ back

Detailed below are alphabetical listings of all the materials covered on the AZoM site. Have a look through the listings to find your exact material or similar material then simply click through. Alternatively if you input the material term into the keyword search on the home page you will find articles which directly relate to your chosen material search.

A – B – C – D – E – F – G – H – I – J – K – L – M – N – O – P – Q – R – S – T – U – V – W – X – Y – Z – ALL

- ► A508
- ► ABS 30% Glass Fibre Reinforced
- ► ABS Generic
- ► ABS High Impact UV Stabilised
- ► ABS Medium Impact
- ► ABS Structural Foam
- ► ABS/PC
- ► ABS/PSul
- ► Acetal
- ► Acetal Polyoxymethylene
- ► Acetal Polyoxymethylene Copolymer 30% Glass Fibre Coupled
- ► Acetal Polyoxymethylene Homopolymer
- ► Acetal resin

- ► ABS
- ► ABS Fire Retardant
- ► ABS High Impact High Heat
- ► ABS Low Gloss
- ► ABS Plating
- ► ABS Transparent
- ► ABS/PC blends
- ► ABS/PVC Alloy
- ► Acetal Polyoxymethylen Copolymer 2% silicone lubricated
- ► Acetal Polyoxymethylene 30% Carbon Fibre Reinforced
- ► Acetal Polyoxymethylene Copolymer UV Stabilised
- ► Acetal Polyoxymethylene Homopolymer PTFE lubricated
- ► Acetate of lime

---

2 Applications Keywords Examples

Applications ◄ back

Detailed below are alphabetical listings of all the applications covered on the AZoM site. Have a look through the listings to find your exact application or similar applications then simply click through. Alternatively if you input the application term into the application search on the handset you will find material articles which directly relate to your application.

A – B – C – D – E – F – G – H – I – J – K – L – M – N – O – P – Q – R – S – T – U – V – W – X – Y – Z – ALL

- ► Abrasion resistant coatings
- ► Access equipment
- ► Active damping
- ► Advertising signs
- ► Aerosol valves
- ► Afm
- ► Air brake lines
- ► Air filter nozzle
- ► Air intake housings
- ► Aircraft exterior components
- ► Aircraft interior panels
- ► Alkali resistant linings
- ► Alumina thread guides
- ► Aluminium castings
- ► Aluminium pressure die casting

- ► Abrasive blasting
- ► Accommodation modules
- ► Actuators
- ► Aeroengines
- ► Aerospace
- ► Agricultural components
- ► Air conditioning
- ► Air handling systems
- ► Aircraft
- ► Aircraft flap/slat adjusters
- ► Aircraft stabiliser fins
- ► Alloying additive
- ► Aluminium
- ► Aluminium extrusions
- ► Aluminium refining

- ► Abrasives
- ► Acid resistant linings
- ► Additives
- ► Aerofoils
- ► Aerospace components
- ► Agriculture
- ► Air ducting
- ► Air induction tubes
- ► Aircraft components
- ► Aircraft glazing
- ► Airframes
- ► Alloying additives
- ► Aluminium alloys
- ► Aluminium foil
- ► Aluminium smelting

- ► Absorption towers
- ► Acoustic barrier
- ► Adhesives
- ► Aerosol cans
- ► Aerospace components
- ► Aids for disabled
- ► Air extraction grilles
- ► Air intake grilles
- ► Aircraft engines
- ► Aircraft interior components
- ► Alarms
- ► Alternators
- ► Aluminium cans
- ► Aluminium melting pots
- ► Aluminium tanks

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3 Industries Keywords Examples

Industries ◄ back

AZoM Industry Search

All material articles and news items stored in the AZoM database are classified in terms of the industry they benefit.

The AZoM system of industry classification has been designed to allow site visitors to retrieve materials related information that is specific to their industry.

Clicking on any of the A to Z industry sectors below performs a search on the AZoM database for materials information specific to the individual industry sector.

Alternatively, you can use a quick look-up code provided on the Industry Classification Table. The Industry Classification Table also displays the industry keywords database structure and hierarchy. Please note the file size of this page is 380k and takes around 30 secs to download on a 56k modem.

As with all of the other AZoM search functions, the industry search can be combined with an application, material or other keyword search. Simply return to the search handset and input the relevant industry sector code or description and combine your search with the other search fields (Global Keyword, Application and Properties Search).

The Industry listing categories used by AZoM are based on the Standard Industrial Classification Manual 1987 (USA) SIC Codes. 🔺 top The categories listed below are the short title categories that have been modified to enable both keyword and code number searching and to suit the primary industry categories

If you are unsure of your particular industry categorisation, the US National Census site provides a lookup search tool which allows you to enter the application of interest and then find where it is located in the SIC system and the more recent NAICS system Search for SIC Codes.

A – B – C – D – E – F – G – H – I – J – K – L – M – N – O – P – Q – R – S – T – U – V – W – X – Y – Z – ALL

- ► Abrasives
- ► Agricultural production livestock
- ► Aircraft engines
- ► Aluminium rolling
- ► Anufacturing

- ► Adhesives sealants
- ► Agricultural services
- ► Aircraft parts aerospace
- ► Aluminium. sheet plate foil
- ► Architectural metalwork

- ► Agricultural
- ► Agriculture forestry and fishing
- ► Aluminium
- ► Ammunition
- ► Automotive stamping

- ► Agricultural production crops
- ► Aircraft
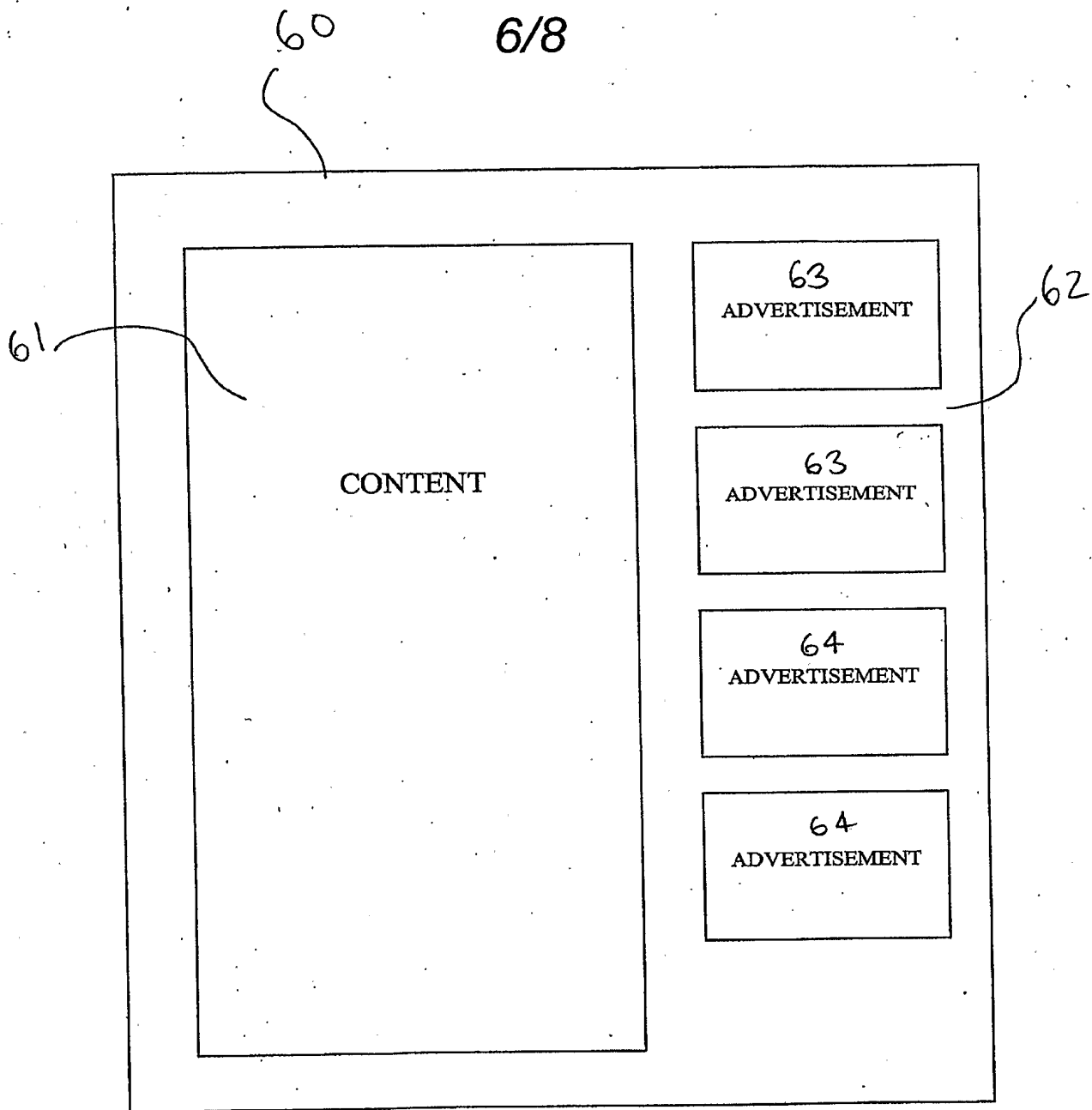- ► Aluminium extrusions
- ► Analytical instruments

FIG. 5a

FIG. 5b

FIG. 5c

60

61

62

63
ADVERTISEMENT

63
ADVERTISEMENT

64
ADVERTISEMENT

64
ADVERTISEMENT

CONTENT

50

FIG 6a

FIG. 6b

Article Popularity Report Example

Azojlcome

Site Administrator

- Articles
- News
- Features
- Experts
- Suppliers
- Sales
- Categories
- MyAZoM
- MyAZoM Material
- Subscriber
- Expert Articles
- Supply Articles
- Sale Articles
- Reports

Experts

Suppliers

News

Articles

ID	Name	Page Impressions
965	Stainless Steel - Grade 304	16483
863	Stainless Steel - Grade 316 – Properties, Fabrication and Applications	14940
310	Aluminium and Aluminium Alloys - Designations	13199
52	Alumina - Aluminium Oxide - Al2O3 - A Refractory Ceramic Oxide	12873
1389	Alumina (Aluminium Oxide) – The Different Types of Commercially Available Grades	11672
1392	Aluminium Casting Techniques - Sand Casting and Die Casting Processes	10277
1177	Stainless Steel - Corrosion Resistance	9138
1662	Carbon Fibre Reinforced Composite Car	8873
1446	Aluminium – Advantages and Properties of Aluminium	8768
1114	Silica – Silicon Dioxide (SiO2)	8732
320	Aluminium and Aluminium Alloys - Applications	7573
885	ElectroActive Polymers - EAPs	7458
75	Boron Carbide (B4C) - Properties and Information about Boron Carbide	7256
1178	Stainless Steel - Fabrication	7107
134	Shape Memory Alloys - Medical Applications	6987
1378	Alloy Steels - AISI Designations	6859
90	Advanced Materials for Gas Turbine Engines - High Pressure Turbines	6806
1179	Titanium Dioxide - Titania	6670
1024	Stainless Steel - Grade 440	6422
964	Stainless Steel - Grade 303	6281
936	Clay-Based Nanocomposites	6219
920	Silicone Rubber	6102
1337	Biodegradable Polymers	6050
1434	Aluminium – Aluminium Foil Production	5865

70 71 72 73

FIG. 7